SONS OF THE AMERICAN LEGION

TIPS FOR SUCCESSFUL MEMBERSHIP RENEWAL

- The new membership year begins July 1st. Begin your renewal process right away. Do not wait. Remember, any member who does not renew for the new membership year by December 31st becomes delinquent.

- Ensure your Squadron Commander & Adjutant have access to MyLegion.org and are familiar with its operations.

- Immediately at the start of the new membership year send a communication to ALL members highlighting the past years achievements, goals for the current year, introduce new officers and encourage them to renew their dues right away.

- Hold an Installation of Officers, picnic or other event to show appreciation of your members.

- Immediately collect dues from your incoming officers and members you see on a daily basis. This will give you a head start!

- Hold an "early bird" raffle or similar. Members who pay by a certain deadline are entered into a drawing for a prize of your choice.

- Buddy Checks! All Squadrons should be performing buddy checks throughout the year to check on members. Especially those who have not been around or may be struggling with health etc. Members who feel valued are more likely to pay their dues and participate in activities.

- If a member is suddenly delinquent, consider paying their dues and place their membership card in a handwritten note card thanking them for their continued dedication to the Squadron and let them know you're there for them if needed. This has been successful in other Squadrons and many members end up reimbursing the Squadron.

- Pay the dues of any Squadron members who may be on Active Duty.

- Be sure your members feel valued. Get them involved! Ask them to take on or assist with a project or event. Find out their skills or passion and utilize it. Be open to ideas and opinions and avoid cliques. Thanks and recognition go a long way to those members making an effort.

- Submit renewals on a weekly basis. DO NOT hold onto renewals, as members will not benefit from certain resources such as NEF should a tragedy arise.

- Create a membership theme. Make the process fun for all and create your own goals and challenges with rewards for reaching goal.